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## What is claimed is:

1. An isolated DNA construct comprising at least one mutated binding site for a Gfi-1 transcription repressor, said mutated binding site comprising a mutation which hinders or prevents binding of said Gfi-1 repressor to said site.
2. The DNA construct of claim 1, which is a promoter.
3. The DNA construct of claim 2, wherein said promoter is a mammalian cellular promoter.
4. The DNA construct of claim 2, wherein said promoter is a viral promoter.
5. The DNA construct of claim 4, wherein said promoter is a human cytomegalovirus promoter.
6. The DNA construct of claim 5, which is a cytomegalovirus MIE promoter.
7. The DNA construct of claim 1, wherein said Gfi-1 binding site prior to said mutation is greater than 65% homologous with a sequence comprising TAAATCACNGCA (Sequence I.D. No. 2), wherein N is A or T.
8. The DNA construct of claim 1, wherein said Gfi-1 binding site prior to said mutation is greater than 79% homologous with a sequence comprising TAAACACNGCA (Sequence I.D. No. 2), wherein N is A or T.
9. The DNA construct of claim 1, wherein said Gfi-1 binding site prior to said mutation comprises the sequence N<sub>1</sub>AAATCACN<sub>2</sub>GCA (Sequence I.D. No. 1), wherein N<sub>1</sub> and N<sub>2</sub> are any nucleotide, and said mutation is in a

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portion of said binding site comprising the sequence  
AATC.

10. The DNA construct of claim 1, wherein said  
5 binding site resides within an expression regulatory  
segment and said regulatory segment is operatively linked  
to a coding segment.

11. The DNA construct of claim 10, wherein the  
10 coding segment encodes a gene product selected from the  
group consisting of cytokines, interleukins, interferons,  
growth factors and proto-oncogenes.

12. An expression regulatory segment  
15 comprising at least one copy of a sequence  $N_1A-R-CN_2AGCA$   
(Sequence I.D. No. 3), wherein  $N_1$  and  $N_2$  are any  
nucleotide, and R is a tetranucleotide selected from the  
group consisting of:

20  $N_3ATC$ ,  $AN_4TC$ ,  $AAN_5C$ ,  $AATN_6$   
 $N_3N_4TC$ ,  $N_3AN_5C$ ,  $N_3ATN_6$ ,  $AN_4N_5C$ ,  $AN_4TN_6$ ,  $AAN_5N_6$   
 $N_3N_4N_5C$ ,  $N_3N_4TN_6$ ,  $N_3AN_5N_6$ ,  $AN_4N_5N_6$ , and  $N_3N_4N_5N_6$ ,

wherein  $N_3$  is G, C or T, or is absent, or is an  
oligonucleotide of two or more nucleotides;

25  $N_4$  is G, C or T, or is absent, or is an oligonucleotide of  
two or more nucleotides;

$N_5$  is A, G or C, or is absent, or is an oligonucleotide of  
two or more nucleotides; and

30  $N_6$  is A, G or C, or is absent, or is an oligonucleotide of  
two or more nucleotides.

13. The expression regulatory segment of claim  
12, wherein R is selected from the group consisting of  
GATC, ACTC and AATA.

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14. The expression regulatory segment of claim  
12, which is a promoter.

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15. The expression regulatory segment of claim 14, wherein said promoter is a mammalian cellular promoter.

5 16. The expression regulatory segment of claim 14, wherein said promoter is a viral promoter.

10 17. The expression regulatory segment of claim 16, wherein said promoter is a human cytomegalovirus promoter.

18. The expression regulatory segment of claim 17, which is a human cytomegalovirus MIE promoter.

15 19. An expression vector comprising the expression regulatory segment of claim 12 and an operatively positioned insertion site for insertion of a coding segment.

20 20. The expression vector of claim 19, in which is inserted a coding segment selected from the group consisting of cytokines, interleukins, interferons, growth factors and proto-oncogenes.

25 21. An isolated DNA molecule comprising a sequence selected from the group consisting of Sequence I.D. No. 13 and Sequence I.D. No. 14.

30 22. An expression vector comprising the DNA molecule of claim 21.

23. A method for improving expression of genes regulated by expression regulatory sequences which contain binding sites for a Gfi-1 transcription  
35 repressor, which comprises altering the sequence of said binding sites so as to hinder or prevent binding of said

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Gfi-1 transcription repressor to said binding sites,  
thereby improving said gene expression.

24. The method of claim 23, wherein said  
5 binding sites are altered at a tetranucleotide sequence  
contained therein, which is AATC.

25. A method of treating a pathological  
condition related to expression of an aberrant gene,  
10 which comprises administering to a patient in need of  
said treatment a pharmaceutical preparation comprising an  
expression vector that includes a non-aberrant  
counterpart of said aberrant gene and an operatively  
linked promoter comprising at least one mutated binding  
15 site for a Gfi-1 transcription repressor, said mutated  
binding site comprising a mutation which hinders or  
prevents binding of said Gfi-1 repressor to said site.